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How Farmers Regard the Radio and Radio Programs

With Tentative Schedules of Farm Features

BY GEORGE F. JOHNSON



WYOMING HIST-GEOL
SOCIETY
WILKES-BARRE, PA.

C. G. JORDAN, *Secretary of Agriculture*

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Of 352 Farm Radio Owners—

Two hundred and thirty-one have five-tube or six-tube sets. *Page 6*

Three hundred and fifteen have loud speakers. *Page 7*

Two hundred and seventy make a special effort to tune in on special farm programs. *Page 11*

One hundred and ninety-nine said they depended upon the radio market reports in buying and selling. *Page 11*

Two hundred and seventy-four replied that radio weather reports helped them in planning their farm work. *Page 11*

Three hundred and thirty were sure their families would not be satisfied without a radio. *Page 12*

And two hundred and twenty believe that the radio is helping to keep young people interested in farm life. *Page 12*

The Radio Owners Report—

An average original cost of radio of \$111.36. *Page 7*

An average annual expense of \$17.30 for operation. *Page 7*

An average daily use of the radio of 2.8 hours. *Page 10*

A particular liking for old-time songs, sacred music, church services, political features, sports and barn dances. *Page 10*

How Farmers Regard the Radio and Radio Programs

By GEORGE F. JOHNSON*

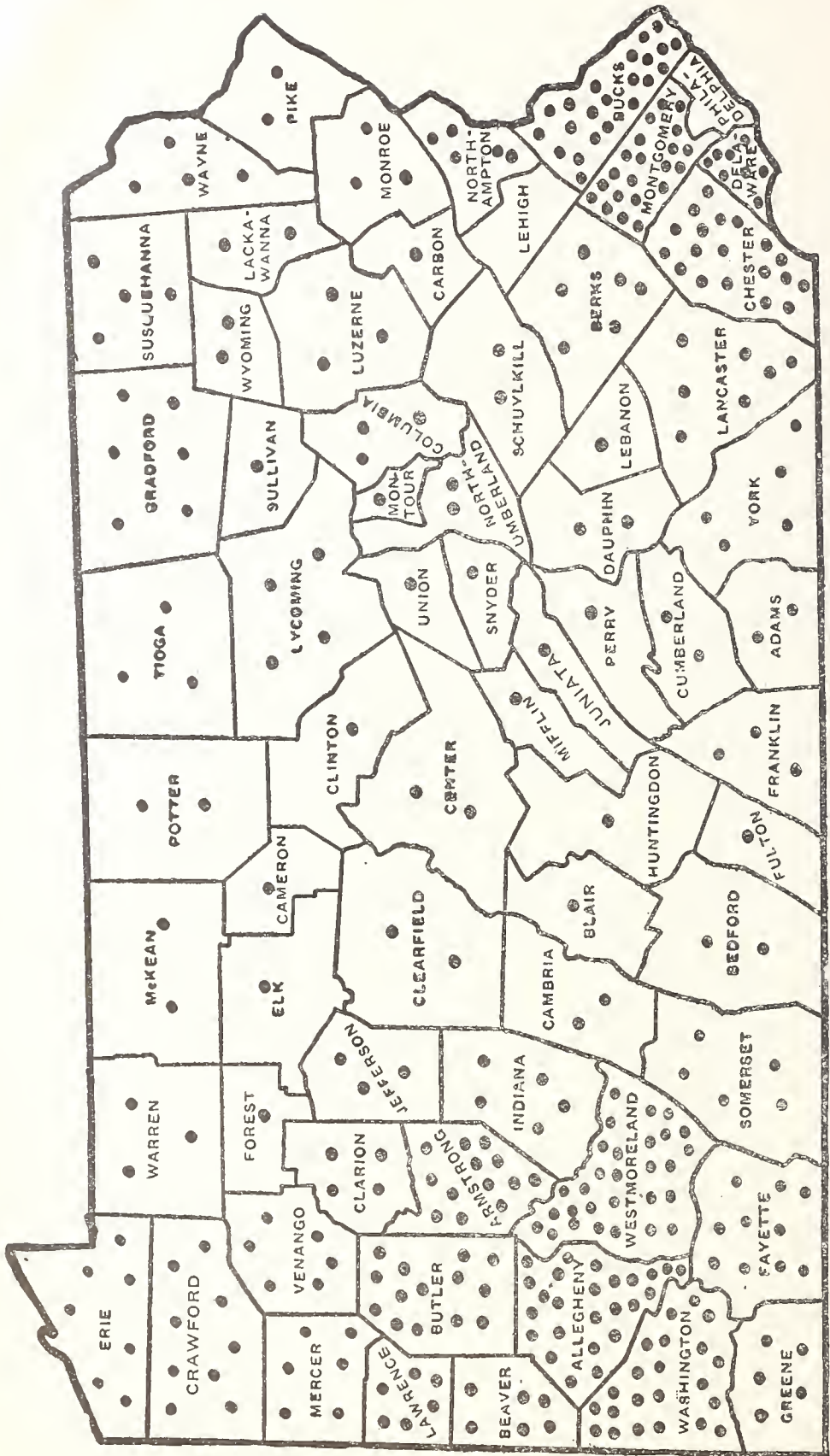
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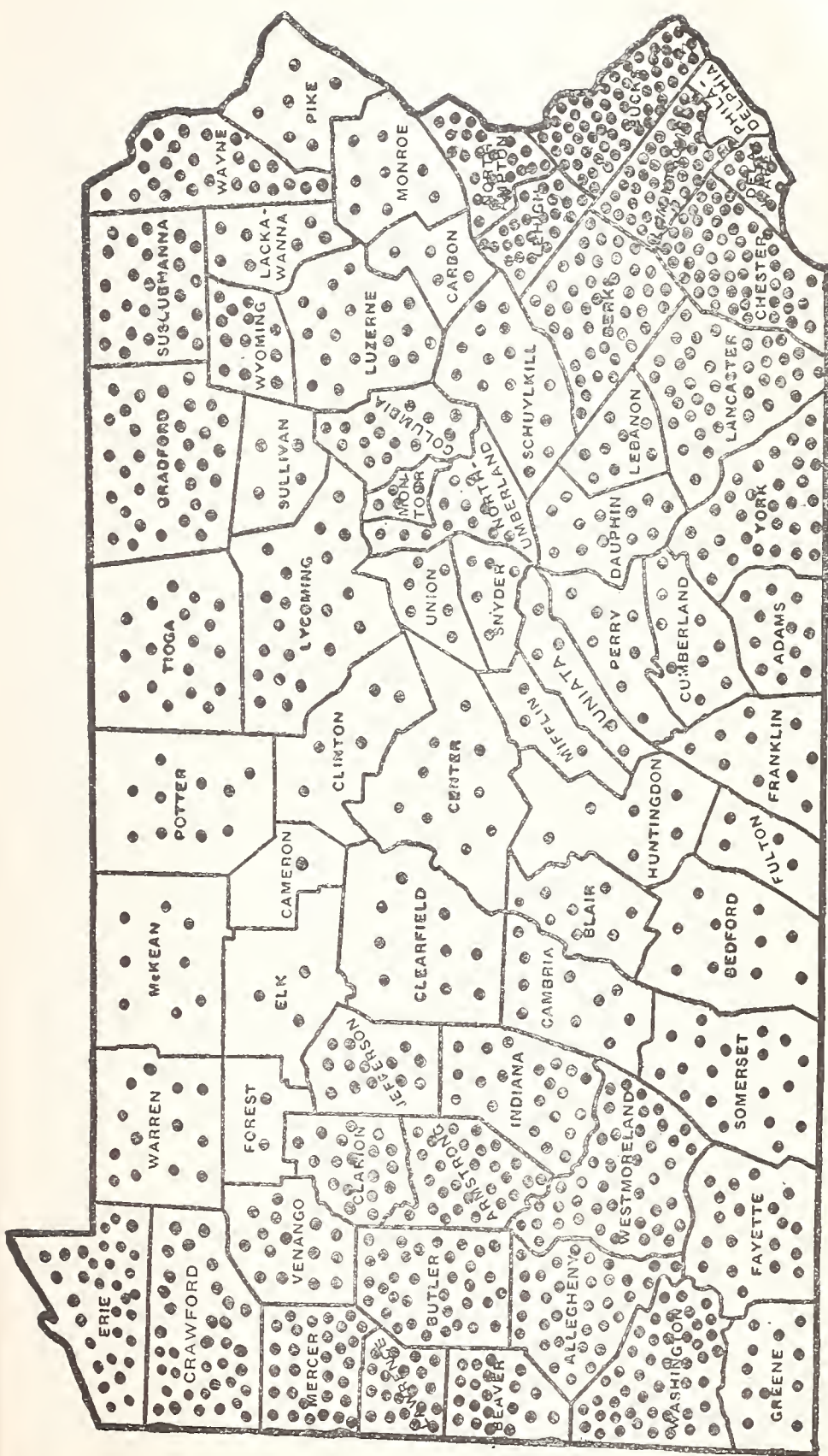
No invention in recent years, not even the automobile, has increased in popularity among farmers in the Commonwealth of Pennsylvania so rapidly as the radio. According to the preliminary figures of the 1927 State Triennial Farm Census, there were 34,672 radios on farms, an increase of 24,294, or 234 per cent, since the 1924 census. This growth in the popularity of the radio among farmers has been general throughout the Commonwealth, each county showing a substantial gain during the three-year period.

Recognizing the growing importance of the radio in farm business and farm life, the Pennsylvania Department of Agriculture conducted a survey during August and September, 1928, to gain first-hand information on radio ownership among farmers and to ascertain their viewpoint and reactions on radio programs. Approximately 1,800 questionnaires were sent to as many farm radio owners, selected at random, in Bradford, Bucks, Centre, Cumberland, Lawrence and Westmoreland Counties. Three hundred and fifty-two replies were received. The results of the survey are given in the following discussion.

* Acknowledgment is due the 352 farmers who took the time during their busy harvest season to answer the questionnaire upon which much of the information in this bulletin is based.



Radios on farms according to the 1924 Triennial Farm Census. (Each dot represents 30 radios).



Radios on farms according to the 1927 Triennial Farm Census. (Each dot represents 30 radios).

Table 1. Radios on Farms According to the Triennial Farm Censuses of 1927 and 1924.

County	Number		County	Number	
	1927	1924		1927	1924
Adams	336	62	Lancaster	1,081	216
Allegheny	987	744	Lawrence	611	185
Armstrong	806	377	Lebanon	254	32
Beaver	587	188	Lehigh	687	96
Bedford	299	64	Luzerne	544	91
Berks	1,234	177	Lycoming	600	105
Blair	243	44	McKean	234	67
Bradford	959	174	Mercer	895	172
Bucks	1,702	645	Mifflin	88	21
Butler	1,033	419	Monroe	252	75
Cambria	286	74	Montgomery	1,266	621
Cameron	27	8	Montour	126	36
Carbon	117	20	Northampton	699	135
Centre	270	74	Northumberland	370	56
Chester	1,556	560	Perry	213	27
Clarion	541	124	Pike	188	57
Clearfield	261	69	Potter	302	50
Clinton	156	19	Schuylkill	454	60
Columbia	413	83	Snyder	160	29
Crawford	1,072	283	Somerset	563	150
Cumberland	274	59	Sullivan	105	18
Dauphin	354	52	Susquehanna	705	122
Delaware	320	233	Tioga	551	79
Elk	82	15	Union	172	23
Erie	963	222	Venango	443	176
Fayette	571	294	Warren	383	73
Forest	49	9	Washington	1,386	660
Franklin	301	82	Wayne	747	129
Fulton	118	30	Westmoreland	1,256	882
Greene	578	135	Wyoming	355	67
Huntingdon	188	39	York	913	150
Indiana	626	161	Pennsylvania	34,672	10,378
Jefferson	397	75			
Juniata	152	32	Percentage of all		
Lackawanna	211	72	farms	20	6

LENGTH OF OWNERSHIP

Of the farmers answering the questionnaire, 39 per cent have had a radio four or more years; 19 per cent, three but less than four years; 27 per cent, two but less than three years; 16 per cent, one but less than two years; 4 per cent, less than one year.* The average length of ownership is slightly more than three years. Sixty-five per cent of the farmers still have their original receiving sets while the remaining 35 per cent have made at least one change.

SIZE OF RADIO

The popular size of radios is apparently the five and six-tube sets, with the five-tube predominating. The crystal and one-tube sets, quite numerous three and four years ago, have become practically a thing of the past. Of 340 farmers cooperating in the survey in 1925,

* The low percentage having radios one year or less is explained by the fact that only farmers showing ownership of a radio in the 1927 census were included and the survey was made almost a year after this census was taken.

107 or about 32 per cent, had crystal or one-tube sets. Only 20 crystal or one-tube sets, just six per cent of the total, are reported in the present survey. The complete tabulation shows 8 crystal sets; 12, one tube; 13, two-tube; 45, three-tube; 29, four-tube; 144, five-tube; 87, six-tube; 7, seven-tube; 4, eight-tube; 1, nine-tube. Two gave no answer.

Fully as significant is the increasing use of the loud speaker. In the 1925 survey, only 57 per cent of the farm radios had loud speakers, while in the present survey 315, or almost 90 per cent were equipped with them. This is conclusive evidence that the radio is no longer largely the plaything of the farm boy; it has become a family "institution."

COST AND EXPENSE

Farmers have paid anywhere from \$2 to \$525 for their radio receiving sets, the average cost to the 312 giving figures being \$111.36.** The complete tabulation of the answers to the question, "What did your present radio cost you?" shows the number falling in each of the following classes: \$0-\$49, 40; \$50-\$99, 79; \$100-\$149, 127; \$150-\$199, 44; \$200-\$249, 15; \$250-\$299, 6; \$300 or more, 5; gift, 16; no answer, 20.

Two hundred and thirty-one farmers, about 66 per cent, are depending upon storage batteries and dry cells for electricity, 82, or 24 per cent, upon dry cells entirely, and 33, or 10 per cent, have light socket power.

The approximate cost of operating radio sets during the past year was reported in 288 cases, the average cost being \$17.30. The figures given ranged from nothing to \$90, with the distribution between these two extremes as follows: \$0-\$4.99, 29; \$5.00-\$9.99, 31; \$10.00-\$14.99, 67; \$15.00-\$19.99, 50; \$20.00-\$24.99, 41; \$25.00 or more, 70; no answer, 64.

The number of persons reporting expenditures for electricity and for tubes are grouped, by amounts expended, in the following table:

Table 2. Persons Reporting Radio Operating Expense for Electricity and Tubes

Amount of expense	Number reporting expense	
	Electricity	Tubes
0-\$ 4.99	39	159*
\$ 5.00-\$ 9.99	67	51
\$10.00-\$14.99	61	12
\$15.00-\$19.99	37	6
\$20.00-\$24.99	25	...
\$25.00 and more	35	2
Not given	88	122

*A number in this class reported no tube expense.

** The average cost for the complete set would probably be a higher figure since it is apparent that a number of farmers gave the cost of their sets without accessories.

STATIONS DEPENDED UPON FOR PROGRAMS

The question, "What station do you listen to most?" brought forth a wide list of stations, the preference depending largely upon nearness to the high-powered stations and the length of time on the air. For example, in the western part of the Commonwealth, KDKA (Pittsburgh) was the first choice of 111 of the 121 persons answering while in the eastern part, of the 216 replies, 128 indicated WJZ (New York) as first choice, 38 WGY (Schenectady) and 26 WEAJ (New York).

Stations "listened to most," arranged in order according to the frequency of first choice, were: WJZ (New York) named 141 times; KDKA (Pittsburgh), 139; WGY (Schenectady), 39; WEAJ (New York), 29; WHAM (Rochester), 9; WMBS (Harrisburg), 8; WCAE (Pittsburgh), 6; WLS (Chicago), 5; WOR (Newark), 2; WTFF (Mt. Vernon Hills), 2; WRAX (Philadelphia), 1; WCAU (Philadelphia), 1; WFI (Philadelphia), 1; WTAM (Cleveland), 1; WIAS (Ottumwa), 1. Several persons gave equal preference to more than one station.

In stating reasons for their choice, "reception" was given 221 times and "program" 127 times. Several gave both. It is evident from these answers that volume, dependent largely upon the power of the broadcasting station and the nearness of the listener to it, is an important factor in determining the popularity of a station.

OTHER STATIONS DEPENDED UPON

Many other stations, however, are depended upon for radio programs. These range from local stations to some of the more distant, high-powered stations. Of 297 replies to a question asking for "other stations depended upon" WEAJ (New York) was named 103 times; WLS (Chicago), 90; WGY (Schenectady), 87; KDKA (Pittsburgh), 75; WJZ (New York), 75; WOR (Newark), 52; WCAE (Pittsburgh), 52; WFI (Philadelphia), 26; WTAM (Cleveland), 21; WCAU (Philadelphia), 19; WIP (Philadelphia), 17; WLIT (Philadelphia), 17; WSM (Nashville), 16; WBZ (Springfield), 13; WSAI (Cincinnati), 9; WHAM (Rochester), 9; WPG (Atlantic City), 8; KQV (Pittsburgh), 8; WLW (Cincinnati), 7; WMBS (Harrisburg), 6; WOO (Philadelphia), 5; WPSC (State College), 5; WJAS (Pittsburgh), 4; WTFF (Mt. Vernon Hills), 3; WRC (Washington), 3; WJR (Pontiac), 3; WABC (Richmond Hill), 2; WBAL (Baltimore), 2; WHT (Chicago), 2; WJAX (Jacksonville), 2; WRVA (Richmond), 2; WCBD (Zion), 2; WFBG (Altoona), 2; WQAN (Scranton), 1; WPRC (Harrisburg), 1; WHO (Des Moines), 1; WLWL (New York), 1; WMCA (Hoboken), 1; WWJ (Detroit), 1; WOAX (Trenton), 1; WIBG (Elkins Park), 1; WBBR (Rossville), 1; WLBW (Oil City), 1; WADC (Akron), 1; WEAR (Cleveland), 1; WGN (Chicago), 1; KTNT (Muscatine), 1; WOC (Davenport), 1; WOK (Chicago), 1; WSMB (New Orleans), 1; WWVA (Wheeling), 1; WSB (Atlanta), 1; WOW (Omaha), 1; no answer, 55.

Table 3. Stations "Listened to Most"

County	Part of State	Number of replies	First			Second			Third			Misc. stations mentioned	Times mentioned
			Station	Times mentioned	Station	Station	Times mentioned	Station	Station	Times mentioned	Station		
Bradford	Northern	124*	WJZ	60	WGY	WGY	38	WEAF	WEAF	10	WEAF	5	18
Bucks	Southeastern	90	WJZ	68	WEAF	WEAF	16	WCAU	WCAU	3	WCAU	3	3
Centre	Central	26	KDKA	19	WJZ	WJZ	4	WEAF	WEAF	2	WEAF	1	1
Cumberland	Southern	24	WJZ	9	WMBS	WMBS	8	KDKA	KDKA	6	KDKA	1	1
Lawrence	Western	37	KDKA	33	WCAE	WCAE	2	WTAM	WTAM	1	WTAM	1	1
Westmoreland	Southwestern	83*	KDKA	78	WCAE	WCAE	4	WTFF	WTFF	1	WTFF	1	1

*In several cases two stations were mentioned, and both were recorded.

Table 4. Other Stations Depended Upon for Radio Programs

County	Part of State	Number of replies	First			Second			Third			Fourth			Others	Times mentioned
			Station	Times mentioned	Station	Station	Times mentioned	Station	Station	Times mentioned	Station	Station	Times mentioned	Station		
Bradford	Northern	96	WGY	60	KDKA	KDKA	46	WLS	WLS	46	WEAF	WEAF	41	WEAF	15	99
Bucks	Southeastern	72	WEAF	43	WOR	WOR	31	WFI	WFI	26	WCAU	WCAU	19	WCAU	15	110
Centre	Central	20	WGY	10	WEAF	WEAF	8	WJZ	WJZ	8	WLS	WLS	7	WLS	7	17
Cumberland	Southern	18	WJZ	9	KDKA	KDKA	9	WLS	WLS	7	WEAF	WEAF	7	WEAF	11	18
Lawrence	Western	29	WTAM	21	WCAE	WCAE	16	WLS	WLS	10	WGY	WGY	6	WGY	15	23
Westmoreland	Southwestern	53	WCAE	36	WLS	WLS	14	WJZ	WJZ	9	WGY	WGY	9	WGY	22	41

EXTENT OF USE OF RADIO

The use of radio among farmers varies from 10 minutes to 10 hours daily and averages about 2.8 hours, according to the survey. One hundred and four replied that in their homes the use of the radio was increasing, 35 said it was decreasing, 194 replied "about the same;" 19 did not give an answer.

The combination of the farmer's busy season and poorer reception due to static, thunder storms, less volume, etc., results in the radio being much less popular during the summer months than during the winter season. Only 28 out of 349 who answered the question, "Do you listen in as much in summer as in winter?" answered "yes;" 321 replied "no." The reasons given by the 321 were principally "too busy" and "too much static."

TYPE OF FEATURES DESIRED

Farmers are interested in a wide variety of radio features (see table 5) with old-time songs leading and jazz music and cooking recipes trailing the list. Eleven types of features were listed in the questionnaire and each farmer was asked to indicate the order of his preference. Many only checked those which appealed to them, indicating perhaps no decided preference for any particular one of six or eight of the outstanding features.

Table 5. Types of Radio Features and Their Preference by Farmers

Name of feature	Choice										Checked but choice not indicated
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	
Old time songs	32	41	41	16	17	18	10	5	138
Weather reports	29	26	22	21	22	20	11	13	8	2	133
Sacred songs	24	32	20	15	24	18	11	6	3	3	131
Church services	33	22	30	32	15	14	10	7	..	1	121
Current news items	17	20	18	21	15	18	12	12	8	7	112
Market reports	10	12	15	20	29	11	8	9	10	10	114
Talks	15	13	13	24	16	18	15	12	11	4	104
Barn dances	6	8	14	16	15	11	15	9	10	6	92
Classical music	29	14	8	13	6	12	12	11	13	4	57
Jazz music	11	5	4	5	8	8	11	8	5	16	32
Cooking recipes	0	4	1	3	3	3	5	6	12	14	38

PREFERENCES FOR PROGRAMS

Answers to the question "What radio programs appealed to you most during the last year?" and to the request to "name at least five," show most conclusively that no one program has made an outstanding impression on farm folks. About 149, or 32 per cent, did not name a single program, which would indicate either lack of preference or that the name or sponsorship of program was a minor consideration. One or more programs were named, however, by 203, and of these, 131 named five or more. More than 150 different programs were mentioned at least once. In Bucks county, 105 were mentioned, in Bradford 100, in Centre 39, in Cumberland 29, in Lawrence 50, and in Westmoreland 77.

While programs sponsored by commercial firms were mentioned more than any other type, it is significant that church services were named more than twice as many times as any one commercial program. Political features, sports, barn dances, lectures and addresses (non-political), and band music were other features most frequently mentioned.

While a preference is shown for programs of a religious, political, sporting or musical nature, it is significant that 270, or 77 per cent, of these replying said they made a special effort to tune in on farm talks and special farm programs.

VALUE OF MARKET AND WEATHER REPORTS

Both market and weather reports are regular features in the program of most broadcasting stations and perhaps have become such because of the demands of farmers as much as or more than any other class of people. To ascertain the value of such reports to farmers was one of the objects of the survey.

In indicating the particular farm market reports of value to them in their business, 183, or 52 per cent, checked livestock; 225 or 64 per cent, poultry; 221, or 63 per cent, butter and eggs; 118, or 34 per cent, fruits and vegetables; 164, or 46 per cent, potatoes; 168, or 48 per cent, grain; 153, or 43 per cent, feed; 124, or 36 per cent, hay; 31, or 9 per cent, wool; and 51 or 14 per cent gave no answer, being apparently not interested in market reports.

Radio market reports are used by many farmers in business transactions. In answering the question "Do you depend upon market reports in buying and selling?" 199 replied "yes," 121 replied "no," and 32 did not answer.

Radio weather reports are also found useful in farming. In answer to the question "Do the radio weather reports help you in planning your farm work?" more than three-fourths of the replies were in the affirmative. Two hundred and seventy-four said "yes," 56 "no" and 22 gave no answer.

THE ADVERTISING ASPECT OF RADIO

Questions were included in the questionnaire with the hope that the answers would throw some light upon the attention given by farmers to the sponsors of programs and the advertising value of the announcements. The farmers were asked in one question to give the names of products remembered from radio programs. Approximately 175 different products were mentioned.

RADIO A SOCIAL FACTOR

Two questions were asked with the intention of showing the importance of radio as a social factor in farm life. The answers show beyond a doubt that the radio is something from which the whole farm family secures much enjoyment. Of 339 definite replies, 330 said their families would not be satisfied today without a radio and only 9, less than three per cent, said their families would be satisfied without a radio; 13 gave no definite answer, being apparently undecided.

It is the belief of 220, 62 per cent of the farmers, that the radio is helping to keep young people interested in farm life. One hundred and thirty-two, 38 per cent, did not think so, were doubtful or gave no answer.

THE RADIO AND FARM TENANCY

The radio is no respecter of the type of farm tenure. A study of the relationship between radio ownership and farm operators in Lancaster county where the percentage of farms operated by renters is highest in the Commonwealth, and Lawrence county where it is about 12 per cent, shows that the percentage having radios is practically the same among tenants, managers and owner operators, the percentage of owner-operators running only slightly higher than of tenants. The figures for the two counties are:

Table 6. Ownership of Radios on Farms in Lancaster and Lawrence Counties

County	Tenure					
	Owner-operators		Renters		Managers	
	Number having Radios	Per cent of all owner-operators	Number having Radios	Per cent of all tenants	Number having Radios	Per cent of all managers
Lancaster	785	13.2	274	11.4	22	17.9
Lawrence	556	29.1	44	21.0	9	20.9

INTERESTING VIEWPOINTS

An opportunity was given those who chose, to comment and to make suggestions for improving radio programs. Many did so. The following are taken from the list:

"The radio is a wonderful help to country folks but the programs come at a time in the afternoon when all farmers and their families are busy with evening work."

"The best way to improve radio programs would be to cut out about two-thirds of the broadcasting stations * * *."

"The world in general wants waltzes, marches, popular music, songs,—something that has a thrill, something that is inspiring."

"I believe radio would be improved by more good comedy. * * * Generally speaking, I believe in a very great reduction in stations, in increased power for those remaining and in a great diversity of programs. I regard radio as the greatest invention of the time, particularly for the farmer."

"To keep the wave tones clear and give all a favorable wave length, the time could be divided and two or more stations use the same wave length. * * * Super-stations should not be on the air all the time."

"* * * Have the local stations give out the local frost prediction at regular times both spring and fall."

"If it were possible to get the weather reports at 7 a. m., it would help the farmer better in planning his work for the day. As it is we don't get the report until noon when half the day is over."

"In my opinion the greatest improvement in radio programs would be to eliminate about 90 per cent of the jazz and about 60 per cent of the stations * * *."

"We sincerely enjoy the radio and feel that we save the cost of operating one by staying off the road with the automobile."

"In my opinion we can not have too much good music and entertainment coupled with good advice and helpful talks on farm problems. * * * The farmer today is as well if not better fitted to appreciate things of this kind than the average run of city people."

"The daylight saving in summer keeps one from enjoying the programs for on the farm one works until dark and then only the dance programs are on the air."

"The week day programs are very good, but Sunday would be improved by more church programs instead of jazz and opera. Six days of that is enough."

"A little more talking and less music would be a great improvement."

"Less jazz and more good talks on timely subjects."

"I think it would be fine to have a way of letting the radio audience know about the programs two days or longer ahead. Daily papers carry the daily programs but the rural readers do not get the paper until noon or after of the day of the program and may have made plans to be away on evenings of some of the best programs."

"Give us a good program for the children around 10 years of age, not later than 6:30 in the evening."

"Cut out the small useless stations that do nothing but clutter up the air."

"We hate jazz and would like other programs available at all times. Often late in the evening, we tune in and find every station we can get supplying only jazz."

"Fewer stations, each with higher power."

"I wish we might have more Hawaiian music on the air over the larger stations. We never tire of it * * *."

"I would suggest that the farm talks be given later in the evening. The time they are given now is just when the farmers are busy with their chores."

"We suggest less soprano singing and more current news items at a time when the farmers can hear them—between 6 and 9 p. m."

"Fewer and better stations and less soprano soloists."

"Less jazz music."

"We enjoy the southern songs and good music but we don't care for jazz."

"There is nothing better than a good male quartet."

TENTATIVE SCHEDULES OF FARM PROGRAMS

Since more than three-fourths of the farmers cooperating in the Department's study make a special effort to tune in on farm programs, it was thought well worth while to compile the tables which appear on pages 16, 17 and 18.

Many farm radio owners, apparently, have not taken full advantage of programs broadcasted entirely for their benefit. The reasons are probably lack of information regarding schedules of local stations and the tendency to depend so much upon the larger, more distant stations for programs.

Pennsylvania farmers can not expect to secure a large number of special farm programs if they depend exclusively upon high-powered stations in New York City with their millions of urban listeners. In this respect, many Pennsylvania farmers are in a somewhat different position than the farmers of the middle west who are served with numerous farm programs from their largest stations. This is in no sense an argument against the New York stations, with their splendid programs of music, national events and other educational features, which appeal to farmers, but it is intended as a plea for Pennsylvania farmers to follow more closely the broadcasting schedules of local stations.

The compilation as shown in the table on page 16 shows that for the winter of 1928-29 there will be within the reach of every farmer in the Commonwealth, local stations broadcasting programs arranged especially for farmers. For farmers in the western part, KDKA and WJAS (Pittsburgh), WNBO (Washington, Pa.), WWVA (Wheeling) and WLBW (Oil City) will broadcast regular farm programs. In the central part, WPSC (State College), WBAK (Harrisburg) have scheduled regular daily programs.

For those in the eastern section, WKJC (Lancaster), WGBI (Scranton), WGY (Schenectady), and WOR (Newark) will be on the air daily with farm topics. Many other local stations have scheduled one or more farm features weekly and practically all stations will be on the air each day to give farmers the very latest weather and market reports.

For the convenience of farm radio owners, the table on page 19 has been included to give the revised list of broadcasting stations by frequencies, effective November 11, 1928. All stations in Pennsylvania and stations outside the Commonwealth which farmers depend upon for programs (see pages 8 and 9) have been included in the list.

Table 7. Tentative Schedule for Broadcasting SPECIAL FARM FEATURES as Reported by Radio Stations in and Near Pennsylvania
(Eastern Standard Time)

Station	Location	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
KDKA	Pittsburgh	1 p. m.	1 p. m.	1 p. m.	1 p. m.	1 p. m.	1 p. m.
WBAK	Harrisburg	10:30 a. m., 1:30, 4 p. m.	10:30 a. m., 4 p. m.	10:30 a. m., 4 p. m.	10:30 a. m., 1:30, 4 p. m.	10:30 a. m., 1:30, 4 p. m.	10:30 a. m., 1:30, 4 p. m.
WFBG	Altoona				3 p. m.		
WFI	Philadelphia					4 p. m.	
WGBI	Scranton	7 p. m.	7 p. m.	7 p. m.	7 p. m.	7 p. m.	7 p. m.
WGY	Schenectady	12:05, 6:15 p. m.	12:05, 6:15 p. m.	12:05, 6:15 p. m.	12:05, 6:15 p. m., 7:30 p. m.	12:05, 6:15 p. m.	
WIP	Philadelphia		4:15 p. m.				
WJAS	Pittsburgh	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:45 a. m., 7:05 p. m.
WKJG	Lancaster	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.	11:15, 11:45 a. m.
WLBW*	Oil City						
WMBS	Harrisburg		8:30 p. m.			9:15 p. m.	8 p. m.
WNBO	Washington, Pa.					3 p. m.	
WOR	Newark	9:40 a. m.	9:40 a. m.	9:40 a. m.	9:40 a. m.		
WPSC	State College	12:45 p. m.	12:45 p. m.	12:45 p. m.	12:45 p. m.	12:45 p. m.	
WTAM†	Cleveland						
WWVA	Wheeling	6 p. m.	6 p. m.	6 p. m.	6 p. m.	6 p. m.	6 p. m.

*WLBW broadcasts regularly the bulletin of the U. S. Department of Agriculture and is on the air from 12:15 to 1:15 p. m., 3 to 4 p. m., and 5:15 p. m. daily except Sunday.

†Ten-minute talk by seedsmen, five days a week.

Table 8. Tentative Schedule for Broadcasting WEATHER REPORTS as Reported by Radio Stations in and Near Pennsylvania (Eastern Standard Time)

[illegible]

Table 9. Tentative Schedule for Broadcasting MARKET REPORTS as Reported by Radio Stations in and Near Pennsylvania
(Eastern Standard Time)

Station	Location	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
KDKA	Pittsburgh	9:45 a. m., 12 m. 4 and 5 p. m.	9:45 a. m., 12 m. 4 and 5 p. m.	9:45 a. m., 12 m. 4 and 5 p. m.	9:45 a. m., 12 m. 4 and 5 p. m.	9:45 a. m., 12 m. 4 and 5 p. m.	9:45 a. m., 12 m. 4 and 5 p. m.
WCAU	Philadelphia	12:50 p. m.	12:50 p. m.	12:50 p. m.	12:50 p. m.	12:50 p. m.	12:50 p. m.
WEAF	New York	12:30 p. m.	12:30 p. m.	12:30 p. m.	12:30 p. m.	12:30 p. m.	12:30 p. m.
WFBG	Altoona			3 p. m.			
WFI	Philadelphia	9:50 a. m., 1:30 p. m.	9:50 a. m., 1:30 p. m.	9:50 a. m., 1:30 p. m.	9:50 a. m., 1:30 p. m.	9:50 a. m., 1:30 p. m.	9:50 a. m., 1:30 p. m.
WGY	Schenectady	12:01, 6:10 p. m.	12:01, 6:10 p. m.	12:01, 6:10 p. m.	12:01, 6:10 p. m.	12:01, 6:10 p. m.	
WIAD	Philadelphia		7 p. m.		7 p. m.	7 p. m.	
WIP	Philadelphia	6:55 p. m.	6:55 p. m.	6:55 p. m.	6:55 p. m.	6:55 p. m.	6:55 p. m.
WJZ	New York	5:30 p. m.	5:30 p. m.	5:30 p. m.	5:30 p. m.	5:30 p. m.	5:30 p. m.
WMBS	Harrisburg	11:55 a. m., 5:55, 9:55 p. m.	11:55 a. m., 5:55, 9:55 p. m.	11:55 a. m., 5:55, 9:55 p. m.	11:55 a. m., 5:55, 9:55 p. m.	11:55 a. m., 5:55, 9:55 p. m.	11:55 a. m., 5:55, 9:55 p. m.
WNBO	Washington, Pa.	4:15 p. m.	4:15 p. m.	4:15 p. m.	4:15 p. m.	4:15 p. m.	4:15 p. m.

Table 10. Revised List of Broadcasting Stations by Frequencies

(See explanation, bottom of page 15)

Call Letters	Location	Kilocycles	Divides Time With	Power
WGR	Buffalo, N. Y.	550	750
WLIT	Philadelphia, Pa.	560	WFI	500
WFI	Philadelphia, Pa.	560	WLIT	500
WFAN	Philadelphia, Pa.	610	WIP	500
WIP	Philadelphia, Pa.	610	WFAN	500
WSM	Nashville, Tenn.	650	5000 (C.P. 50000)
WEAF	Bellmore, N. Y. (New York City) ..	660	50000
WLW	Mason, Ohio (Cincinnati) ..	700	50000
WOR	Newark, N. J.	710	5000
WSB	Atlanta, Ga.	740	10000
WJR	Pontiac, Mich.	750	5000
WJZ	New York, N. Y.	760	30000
WGY	Schenectady, N. Y.	790	50000 ltd. time
WSAI	Mason, Ohio (Cincinnati) ..	800	5000 ltd. time
WABC	New York, N. Y.	860	5000
WLS	Crete, Ill. (Chicago)	870	WENR-WBCN	5000
WQAN	Scranton, Pa.	880	WGBI	250
WGBI	Scranton, Pa.	880	WQAN	250
WIBG	Elkins Park, Pa.	930	50 dylt.
WRC	Washington, D. C.	950	500
KDKA	Pittsburgh, Pa.	980	50000
WBZ	E. Springfield, Mass.	990	WBZA	15000
WBZA	Boston, Mass.	990	WBZ	500
WHO	Des Moines, Iowa	1000	WOC	5000
WOC	Davenport, Iowa	1000	WHO	5000
KYW	Chicago, Ill.	1020	5000
WBAL	Baltimore, Md.	1060	5000
WTIC	Hartford, Conn.	1060	50000 C.P.
WTAM	Cleveland, Ohio	1070	WEAR	3500
WEAR	Cleveland, Ohio	1070	WTAM	1000
WPG	Atlantic City, N. J.	1100	WLWL	5000
WLWL	New York, N. Y.	1100	WPG	5000
WRVA	Richmond, Va.	1110	5000 C.P.
WBAK	Harrisburg, Pa.	1120	500 dylt.
WHAM	Rochester, N. Y.	1150	5000
WWVA	Wheeling, W. Va.	1160	WOWO	5000
WCAU	Philadelphia, Pa.	1170	5000 C.P.
KTNT	Muscatine, Iowa	1170	5000 ltd. time
WNBO	Washington, Pa.	1200	15
WNBW	Carbondale, Pa.	1200	5
WPRC	Harrisburg, Pa.	1200	WKJC	100
WKJC	Lancaster, Pa.	1200	WPRC	100
WBAX	Wilkes-Barre, Pa.	1210	WJBU	100
WJBU	Lewisburg, Pa.	1210	WBAX	100
WCAE	Pittsburgh, Pa.	1220	500
WPSC	State College, Pa.	1230	500 dylt.
WLBW	Oil City, Pa.	1260	500
WJAX	Jacksonville, Fla.	1260	1000
WOAX	Trenton, N. J.	1280	WCAM-WCAP	500
WJAS	Pittsburgh, Pa.	1290	1000
WBBR	Rossville, N. Y.	1300	WHAP-WEVD-WHAZ	1000
WNAT	Philadelphia, Pa.	1310	WFKD-WABY	100
WABY	Philadelphia, Pa.	1310	WFKD-WNAT	50
WFKD	Frankford, Pa.	1310	WNAT-WABY	50
WHBP	Johnstown, Pa.	1310	WFBG	100
WFBG	Altoona, Pa.	1310	WHBP	100
WRAW	Reading, Pa.	1310	WGAL	100
WGAL	Lancaster, Pa.	1310	WRAW	15
WSAJ	Grove City, Pa.	1310	100
WBRE	Wilkes-Barre, Pa.	1310	100
WADC	Akron, Ohio	1320	1000
WSMB	New Orleans, La.	1320	750
WRAK	Erie, Pa.	1370	50
WIAD	Philadelphia, Pa.	1370	WEAM	100
KQV	Pittsburgh, Pa.	1380	WCSO	500
WEDH	Erie, Pa.	1420	30
WMBS	Lemoyne, Pa. (Harrisburg)	1430	WCAH	500
WABF	Kingston, Pa.	1440	WRAX	250
WRAX	Philadelphia, Pa.	1440	WABF	250
WTFB	Mt. Vernon Hills, Va.	1460	10000
WCBA	Allentown, Pa.	1500	WSAN	100
WSAN	Allentown, Pa.	1500	WCBA	100
WALK	Willow Grove, Pa.	1500	WHBW-WOO-WPSW	50
WOO	Philadelphia, Pa.	1500	WHBW-WALK-WPSW	100
WHBW	Philadelphia, Pa.	1500	WALK-WOO-WPSW	100
WPSW	Philadelphia, Pa.	1500	WALK-WHBW-WOO	50

